

6-Figure Presentation Design





Exclusive Gift

Embrace the 6-Figure Presentation Design & Watch Your Presentations Transform

In our previous guide, we shared with you effective strategies to attract attendees to your events and/or webinars. The journey continues as we introduce you to the transformative **6-Figure Presentation Design**, tailored to enrich your presentations.

This methodology is not just about sharing information; it's about guiding your audience through a meaningful emotional experience (refer to the diagram on the next page). It's about ensuring every element resonates, paving the way for your audience to eagerly embark on a further journey with you.

Imagine weaving a tapestry of micro-commitments throughout your event. Each commitment, small yet significant, builds upon the next, creating a compelling narrative of trust and engagement.

By embracing this approach, your presentation seamlessly transitions into your irresistible offer, maintaining the dynamic momentum you've cultivated. It's about striking the perfect balance - while the essence of your offer is crucial, the magic lies in how you present it. A meticulously crafted presentation lays a solid groundwork, making your offer not just seen but felt.

Engagement is the key. Captivate your audience from the onset and keep the spark alive throughout your event. The initial engagement sets the tone for the entire experience.

Remember, the connection you make, based on **likeability and trust**, is what ultimately **inspires** action.



For the passionate business leaders amongst us, this is your moment. Embrace this journey with an **open heart and a strategic mind**, and watch as your presentations **transform not just your business**, **but the lives of your audience**.

Enjoy going through the 6-Figure Presentation Design Process (visual diagram) on the next page.

To your success,

Ken Wood

Co-founder of Speakers Alchemy Network Founder of Clientflow

Designing Your Live Event Presentation For Maximum Sales

Dissatisfaction $abla^\square > \mathscr{U}$ Validation

They're not happy with some aspect of their present situation, results or life.
Fan the flames of their discontent.

Acknowledge their problem or frustration; confirm that it's normal and lots of people share it.

Rebellion 🔕 < 🖢 Hope

Most people never make the effort to attend a live event, learn and improve their life. Most people never take a risk to pursue their dreams. Your attendees are different, they're rebelling against that mediocrity. Encourage their boldness.

Show them the possibility of a different future, an ideal outcome, a better life. Affirm that it's achievable for them. Make a big promise for the event.

Belonging 🐉 > 🜾 Commitment

Reassure them that they're among like-minded friends at your event. The outside world doesn't understand them, but the other event attendees are very much their tribe.

Ask for pre-agreement to take action with what they'll learn at this event. Have them commit fully to the process.

Authority 🚣 < 🐚 Vision

Demonstrate your expertise. Showcase your past success. Prove your credibility.

Earn the right to mentor them.

Show them the step-by-step journey to their dream result and ideal life.

Lay out a credible plan.

Teach them the how-to for a single step in the process. Remind them of the context, how this fits into their whole journey.

Help them confirm their learnings and newfound expertise. It will build their self-belief.

Mastery (2) \Leftrightarrow < Θ_{Θ} Connection

Teach them the how-to for a single step in the process. Remind them of the context, how this fits into their whole journey. Step down off the pedestal, share your past mistakes and humble beginnings. Explain that it was just as hard for you, and yet you succeeded.

Confidence (2) \bigcirc > \bigcirc Urgency

Help them confirm their learnings and newfound expertise. It will build their self-belief. Calculate the cost of procrastination. Reinforce the need to take action now.

Confidence (3) 🙎 < 🐧 🥁 Mastery (3)

Help them confirm their learnings and newfound expertise. It will build their self-belief. Teach them the how-to for a single step in the process. Remind them of the context, how this fits into their whole journey.

Trust 🕴 > 💃 Excitement

Show another side of yourself. Introduce your family. Tell your story. Explain your motivation.
Share your purpose.

Revisit their ideal outcome and reconfirm that they want it. Recap the benefits of your program. Remind them of the urgency to get started. Reconnect them with their dream of a better life.

Purchase! < C Action

CONGRATULATIONS, you made the sale!
A whole bunch of attendees just bought your program. Now go help them pursue their dreams...

Present an irresistible offer. Take away all their risk. Ask them to buy and tell them exactly what to do.

www.speakersalchemynetwork.com
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